

SCHWEIZERISCHE VERTRETUNG  
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2.5.1979

Gegenstand "Switzerland in the Japanese Mass Media"  
Objet

./.

A toutes fins utiles, je vous remets ci-joint le texte d'un court exposé sur l'image de la Suisse dans les mass media japonais, présenté par mon attaché culturel et de presse lors de la dernière réunion du Swiss Info Group (SIG).

Le SIG, dont la création a été décidée il y a trois ans, est un groupe qui réunit une fois par mois, autour d'un déjeuner de travail, une dizaine de représentants par secteurs des milieux suisses d'affaires au Japon; l'ambassade est membre ex officio de ce groupe qui tient lieu en quelque sorte d'une chambre de commerce. Le groupe est cependant présidé par un membre désigné de la communauté d'affaires. Il examine toutes les questions d'intérêt commun signalées par ses membres, ainsi que certaines questions d'actualité de la vie économique japonaise. Il publie les minutes de ses réunions, dont la distribution en Suisse est assurée par la Division du commerce.

L'Ambassadeur de Suisse

*P. Cuénoud*

P. Cuénoud

Beilagen  
Annexes mentionnéeKopie an  
Copie à

(avec annexe)

- Division du commerce, DFEP
- Div. politique II, DPF
- Service économique et financier, DPF

Swiss Info Group  
Meeting

Minutes No.4  
25.4.1979

I PRESENT

Chairman and Finance	Mr. Blochlinger	Credit Suisse
Chemicals/Food	Mr. Kessler	Sandoz Yakuhin K.K.
Trading Firms	Mr. Mettler	Desco (Japan) Ltd.
	(on behalf of Mr. Mueller, Uebersechandel Ges.)	
	Mr. Hefti	Inter Trade Coordination Ltd.
Transport	Mr. Mohl	Panalpina
Swiss Embassy	Mr. Hentsch	
	Mr. Guerry	
	Mr. Hartenbach	

Mr. Faivet, who is about to be transferred to the Swiss Embassy in Rome next month, is unable to attend. The Chairman, on behalf of the Swiss Info Group, would like to bid farewell to Mr. Faivet and express his great appreciation for all the valuable contributions Mr. Faivet made toward the Group since its inception 3 years ago. May he find his new assignment in the country of the "Dolce vita" to be a very rewarding one.

II JAPANESE IMITATION OF FOREIGN DESIGNS AND TRADE MARKS

Trade marks are considered free game in Japan. A new product can hardly be introduced on a clean slate, as registration of new trade marks invariably meets with problems.

Recent cases involved the trade marks "Espada" (Longines), "Madison" (Carand'Ache) and even the generic term "Raclette". Litigation cases take some 3 years to be settled, whereas preventive registration of a trade mark in all 34 recognized categories proves impractical in the long run: the right for protection does not derive from its sole registration, as proof of actual use of the trade mark is also necessary. This point shall figure again on the next meeting's agenda, to enable Mr. Read, who was absent today, to comment further on this matter.

III PUBLIC PROCUREMENTS

././ Enclosed is a paper dealing with the measures the Japanese authorities plan to take in order to facilitate the submission of foreign tenders, as well as a listing of successful foreign bids.

The Group members agree that even if foreign companies are allowed to submit their bids, their chances of securing a contract will remain slim as long as they do not submit their offers within the framework of a partnership with a Japanese firm.

IV INDUSTRIAL AND TECHNOLOGICAL PROPAGANDA

././ Mr. Guerry of the Embassy presents a report on this subject (enclosure). The Group, furthermore discusses the idea of inviting a group of journalists as a first step to promote the image of Swiss business in Japan. The fact that the Nihon Kogyo Shimbun plans to include a

- 2 -

special feature about Switzerland in its August 1st issue may provide a good opportunity to establish closer relations with Japanese news people. The Group agrees to pursue the idea in the not too distant future.

#### V UNION OF SWISS CHAMBERS OF COMMERCE ABROAD

The Group decided against joining the Union as a corresponding member since the statutes of the Union would not allow the Group to maintain its present rather informal nature. The Chairman will inform the Union of the Group's decision.

#### VI MISCELLANEOUS

##### 1. Meeting of the Foreign Chamber Information Group (27.4.79)

The Chairman shall represent the Swiss Info Group at this meeting. He will report on it at the Group's May reunion.

##### 2. Donations of 1980 picture calendars

The Group is asked to bring to the notice of its members that Mr. Masaaki Segawa, Principal of Segawa Chino & Associates Inc., is trying to organize in late 1979 an exhibition of 1980 wall calendars as a contribution towards UNICEF's International Year of the Child. The calendars would be used to raise charity funds. Members interested in donating some of their company calendars to the contemplated exhibition may obtain further information from Mr. Segawa (03-230-0444).

##### 3. Publications

Members wishing to receive a copy of the brochure "Invest in Switzerland" as well as order forms for JETRO's "Exporting to Japan 1979" should contact the Embassy (Mrs. Abbing).

#### VII NEXT MEETING

The next meeting of the Swiss Info Group will take place on Wednesday, May 30, 1979 at noon at the Tokyo Hilton.

Maurice Hartenbach

Enclosures

110.533-HA/sc  
27.4.1979  
(110)

## SWITZERLAND IN THE JAPANESE MASS MEDIA

(A background information paper prepared for the Swiss-Info Group meeting of April 25, 1979)

### 1. The situation

Though rather moderate, the interest of the Japanese mass media in Switzerland has been progressively increasing during the last few years. Articles related to Switzerland appear more frequently and are no longer restricted to the traditional clichés. There seems to be a sincere endeavour to grasp the peculiarities and characteristics of a country which is still benefiting from an extremely good image, certainly due to its remarkable achievements and also partly to the tendency of the Japanese people to "idealize" Switzerland.

A short survey made by the undersigned on the articles about Switzerland published in the main 8 Japanese dailies during the last 12 months tends to show a wide range of interest which apart from culture includes Swiss monetary policies, Swiss consumers groups to Swiss atomic energy policies, the Swiss watchmaking industry and so on. Parallel to the national debate which is presently held about these "hot" problems in Japan, a growing interest among the Japanese newspapers and TV networks for Swiss defense and civil defense is also to be seen.

Plain PR articles on the specific achievements of individual Swiss firms are seldom found, unless they deal with something rather exceptional. The tendency is to report on Swiss industrial sectors which are in direct competition with Japan, for example the Swiss watchmaking industry which has been making headlines during the past few months. To sum up, the Japanese press seem to be primarily interested in Swiss features either exceptional or unique which are related to Japan or the problems that Japan also faces (atomic energy for example).

### II. For a better coverage of the Swiss industries

Most of the main Japanese newspapers appear to be interested in receiving regular information on Swiss industries as long as this information has really something to say which could be appealing to the readership. Such information should be channelled direct to the head offices of newspapers in Japan rather than to their special correspondents in Switzerland since these correspondents are dealing mainly with international news in the field of economy, finance and politics. The following newspaper agencies and TV networks maintain correspondents in Geneva : Asahi Shimbun, Jiji Press, Kyodo News, N.H.K., Mainichi Shimbun and Yomiuri Shimbun. It is therefore up to individual Swiss companies to establish close relations with some journalists here, not forgetting that the mass media world is based on the give and take principle (a tendency particularly strong in a country like Japan where the volume of information is extremely important) and therefore, that the chances of getting something published are far from being automatic.

### III. Swiss Embassy's relations with the Japanese mass media

Apart from following the daily and monthly Japanese press with reference to Switzerland, the main task of the Press Attaché with the Swiss Embassy in Tokyo is to develop and maintain a close relationship with individuals from the main Japanese newspapers, radio and

TV networks, not only to establish the goodwill of Switzerland but also personal connections which may be used when needed. Apart from the contacts which originate spontaneously, for example when journalists come to the Embassy in order to get information on Switzerland or help for the preparation of a report trip to Switzerland, the press attaché has to develop new contacts on his own initiative. It should however be stressed that the attaché, who unlike many of his European colleagues is not backed by an active Information Ministry at home, is seldom in a position to contribute in a decisive way to the information of the Japanese mass media about Switzerland.

#### IV. Possible co-operation of the Embassy with the Swiss firms for a better coverage

For obvious reasons, the Swiss Embassy is not in a position to reveal under its own name information about individual Swiss companies to the Japanese press since such an approach would be incompatible with its status and could lead to serious misunderstanding, not only in Japan but also in Switzerland from the Swiss firms which would not be considered by such an information campaign. However each month the Embassy sends out the "Swiss Economic News" published by the Swiss Office for the Expansion of Trade (OSEC) in Zürich to 17 newspapers.

A possible co-operation of the Embassy with Swiss firms in the field of information of the Japanese mass media could nevertheless be considered and take, for example, the following lines :

- advice of the Embassy on the contact to be made by the Swiss firms with the press
- soundings by the Embassy on the willingness of newspapers to publish articles on specific subjects
- contacts of the Embassy with TV networks to propose general films on the Swiss industry and R/D in the private sector (so long as these films are not just plain advertising)
- hints from the Embassy to TV journalists who plan reports on Switzerland

J-F. Guerry  
Cultural and Press Attaché

24.4.1979  
GY/sc